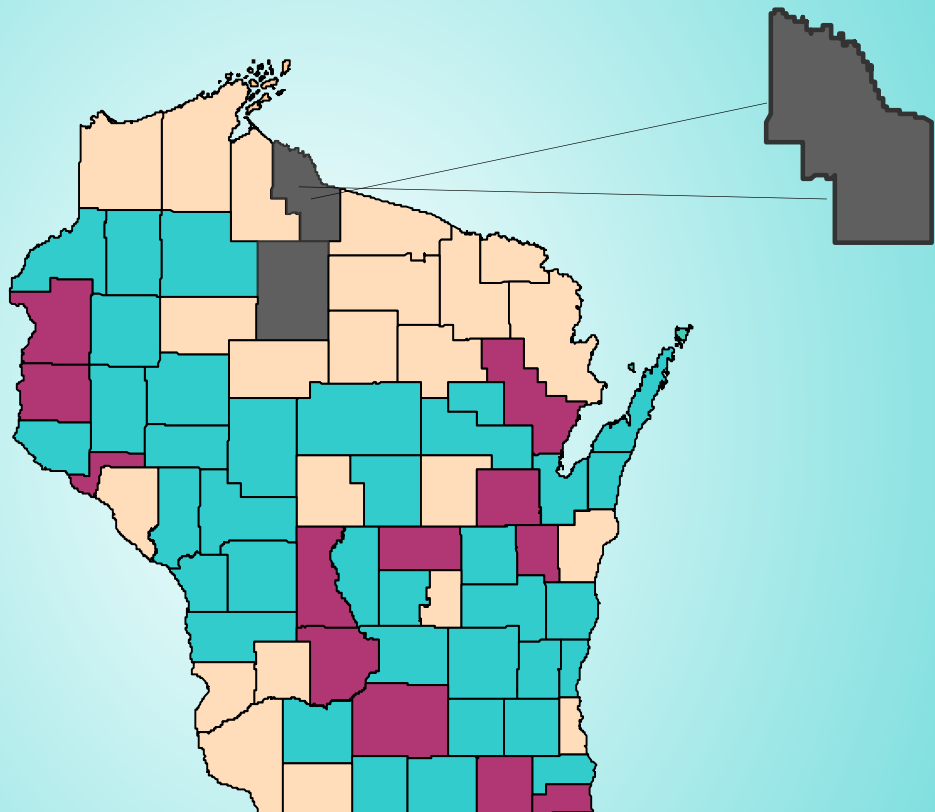


Iron County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The population increased in Iron County from 6,861 in April 2000 to 6,932 by January 1, 2002. The change of 1.0 percent was less than in both the State of Wisconsin and the nation. Iron County, with 757 square miles, has a population density of only 9.2 residents per square mile, the lowest in the state (population density in the state is 100 residents per square mile).

The City of Hurley, the county's largest municipality, has fewer residents since April 2000 while the rural, lake areas added residents. Overall, the population in Iron County increased by 71 new residents during the 20-month period.

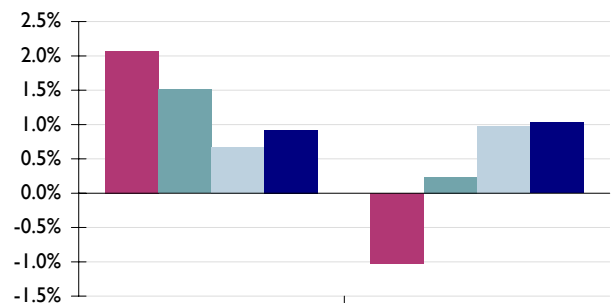
The increase in population in the county is attributed to 142 individuals moving into the area. There was no increase in population from natural causes even though there were 78 births in the county. The decline of -1.03 percent in population from natural causes was the worst loss among the state's 72 counties, but the increase from migration of 2.07 percent ranked 17th highest. One reason why there was no increase in population from natural causes is that the median age in Iron County in 2000 was 45 years, higher than in most Wisconsin counties.

Another reason for fewer births is less ethnic diversity in the county population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to non-white populations. Even though the number of

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Iron County	6,861	6,932	1.0%
Largest Municipalities			
Hurley, City	1,818	1,812	-0.3%
Mercer, Town	1,732	1,779	2.7%
Montreal, City	838	834	-0.5%
Kimball, Town	540	536	-0.7%
Oma, Town	355	382	7.6%
Saxon, Town	350	349	-0.3%
Sherman, Town	336	344	2.4%
Knight, Town	284	285	0.4%
Pence, Town	198	196	-1.0%
Carey, Town	191	194	1.6%

Net migration and natural increase



Iron Co.	2.07%	-1.03%
Non-metro WI	1.51%	0.24%
Metropolitan WI	0.67%	0.98%
United States	0.92%	1.03%

Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

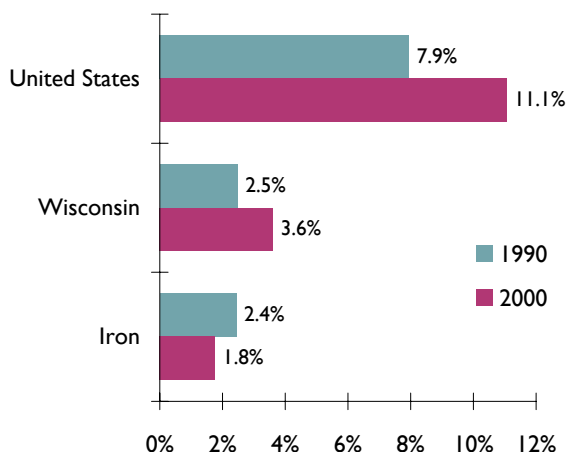
births to whites is still the greatest share of all births, that is declining as births to other ethnic groups increases.

Most of the foreign-born residents in Iron County were born in European countries, followed by those from Asia and a substantial number from other North American countries. Out of a total foreign-born population in 2000 of 121, 84 moved to the county prior to 1980.

In the last decade there were over 566 births in

(Continued on page 2)

Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Iron County Workforce Profile

Population Projections by Age Groups in Iron County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	131	167	210	212	134	135	179	244	304	281	240	227	212	209	180	297
Female	143	185	226	206	126	137	168	266	261	231	224	205	216	201	215	489
2005																
Male	103	139	175	213	153	135	147	199	260	317	314	277	253	213	184	287
Female	99	152	194	221	161	144	155	184	284	275	244	250	220	217	181	491
2010																
Male	112	107	143	175	150	151	145	162	211	269	356	362	310	255	186	284
Female	107	103	156	188	172	181	164	170	197	301	291	273	271	222	195	461
2015																
Male	124	113	108	140	120	145	158	157	169	214	298	405	397	309	219	280
Female	118	108	104	149	144	192	201	178	181	208	316	321	293	272	198	446
2020																
Male	129	124	113	105	94	115	150	168	162	170	237	339	444	393	264	302
Female	123	118	108	99	113	160	211	215	189	190	218	348	342	293	242	441

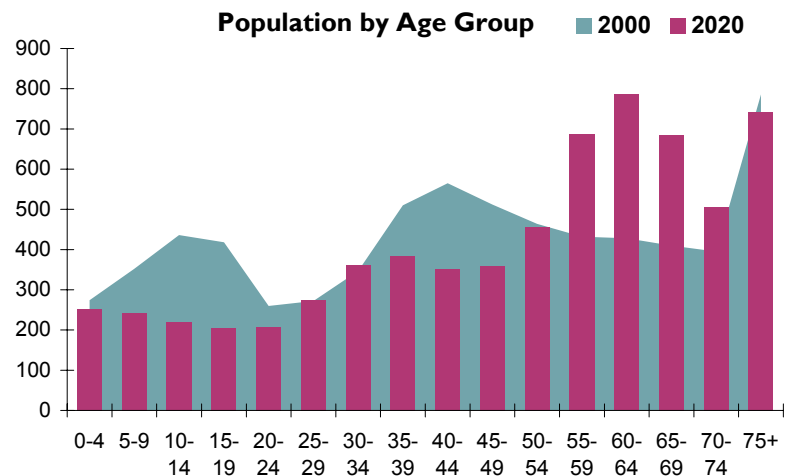
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

Iron County, less than the 626 residents 0-9 years old living in the county in 2000 suggesting that some of the increase from migration included younger residents. However, by 2010 the number of residents under ten is projected to decline, the result of fewer births and less in-migration of families.

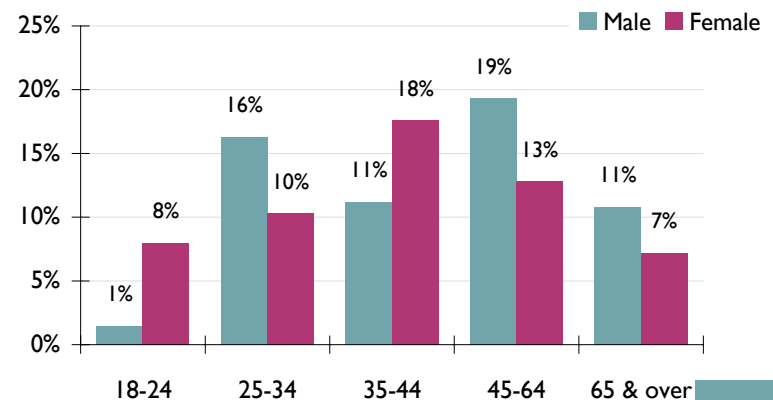
The total population is projected to decline 2.1 percent to 6,719 by 2020, making Iron County one of only two counties in the state projected to lose population. All of the loss is projected in the younger age groups.

The graph on the right illustrates some of the changes that will occur in the county population. By 2020 not only will there be more older residents, there will be fewer residents in the younger age groups. Most of that deficit is the result of fewer births in the late 1990s and early 2000s. There is also some loss of teenagers who leave the area once they graduate from high school.

The bottom graph shows the percent of residents by age in Iron County with at least a bachelor's degree. The county has a low proportion of young residents with a college degree, but the share of female residents 25-34 years old is especially low. In Wisconsin in the 25-34 year old group 25 percent males and 30 percent females have at least a bachelor's degree. Overall, 13.2 percent of residents over 25 have at least a bachelor's degree, less than the 22.4 percent statewide.



Percent of age group with at least a Bachelor's degree in Iron County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Iron County in 2002 was 59.0 percent, much lower than in the state and lower than the 66.6 LFPR in the nation.

The Wisconsin LFPR is higher than in Iron County because there is greater participation from all age groups, especially among the older groups that include so much of the local population. In Wisconsin male and female LFPR among 55-61 year olds are 77 and 65 percent, respectively, and among 62-69 year olds, 37 and 29 percent, respectively. Compare those with the rates in the top chart.

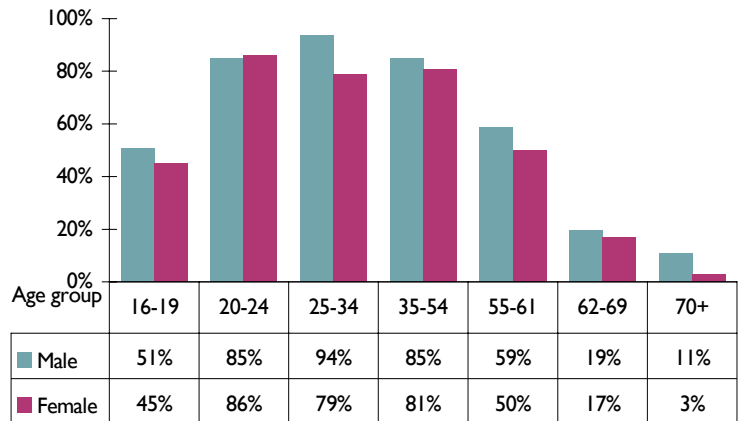
Several possibilities could explain lower participation rates in Iron County: the types of jobs require more physical, rather than mental, abilities; residents move to the county to retire, not to work; or, hours and pay of part time jobs are insufficient to entice older workers.

The lower participation rates from older residents become increasingly more significant as a greater number of residents enter those age groups. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the total labor force age population (16 years and older) in Iron County will increase from 5,715 in 2000 to 5,963 but the share of residents over 55 years will increase from 43 to 57 percent. Based on these projections the labor force will not

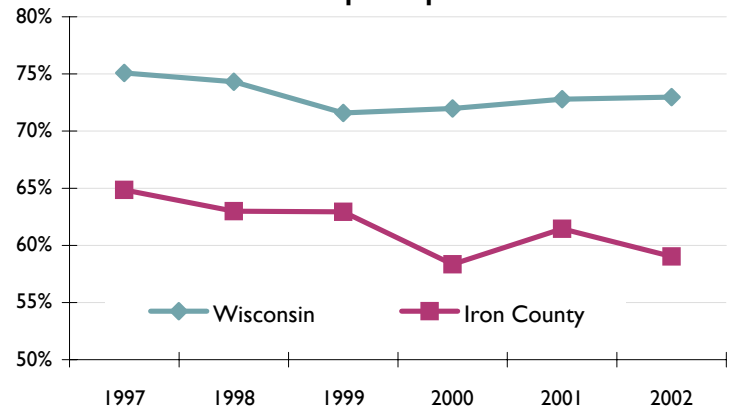
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Iron Labor Force Participation by Age & Sex in 2000



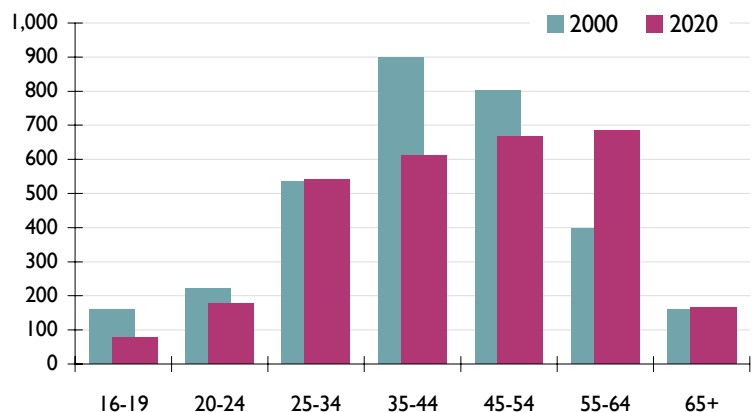
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Iron County

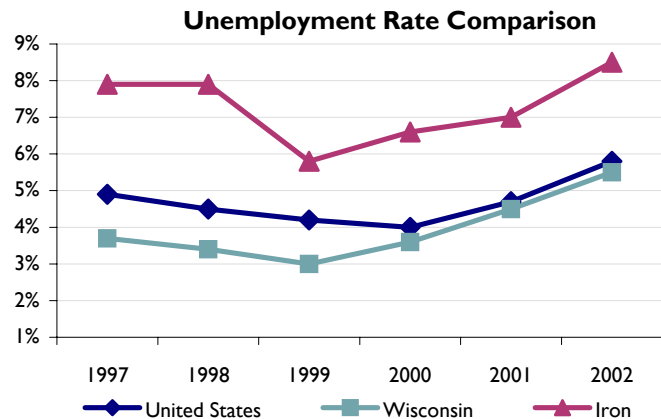


Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Iron County Workforce Profile

expand in the next twenty-year period in contrast to an increase of 44 percent from 1980 to 2000. Increasing the LFPR of those over 55 years would add roughly 170 participants to the labor force but even that would not generate an increase in total labor force.

Of the 3,340 residents who currently participate in the labor force 3,060 are employed and 285 are unemployed. The number of employed is higher than in 1997 due to the recession and loss of jobs in the county. Unemployment rates have also climbed to the highest level since 1993.



Iron County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	3,295	3,216	3,202	3,304	3,390	3,342
Employed	3,035	2,963	3,015	3,085	3,152	3,057
Unemployed	260	253	187	219	238	285
Unemployment Rate	7.9%	7.9%	5.8%	6.6%	7.0%	8.5%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Iron County is in the northwest region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and general managers. All three require a greater degree of education and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. In Northwest Wisconsin, however, even the list of fastest growth occupations includes many that require only short-term training. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,200 jobs increased only 10 percent.

Northwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$15.50
	Personal and Home Care Aides	1-month or less training	\$8.13
	Home Health Aides	1-month or less training	\$8.95
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.72
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$7.94
	Security Guards/Gaming Surv Offcrs	1-month or less training	NA
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Emergency Med Techs/Paramedics	Postsecondary voc. trng	\$9.82
	Tchrs/Prim/Sec/Adult/All Other	Bachelor's degree	\$10.19
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$7.54
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.47
	Cashiers	1-month or less training	\$7.09
	Waiters/Waitresses	1-month or less training	\$7.38
	Retail Salespersons	1-month or less training	\$8.23
	Registered Nurses	Bachelor's degree	\$20.27
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.27
	Bartenders	1-month or less training	\$6.65
	Maids/Housekpng Cleaners	1-month or less training	\$7.76
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.61
	General and Operations Mgrs	Work experience & degree	\$26.89

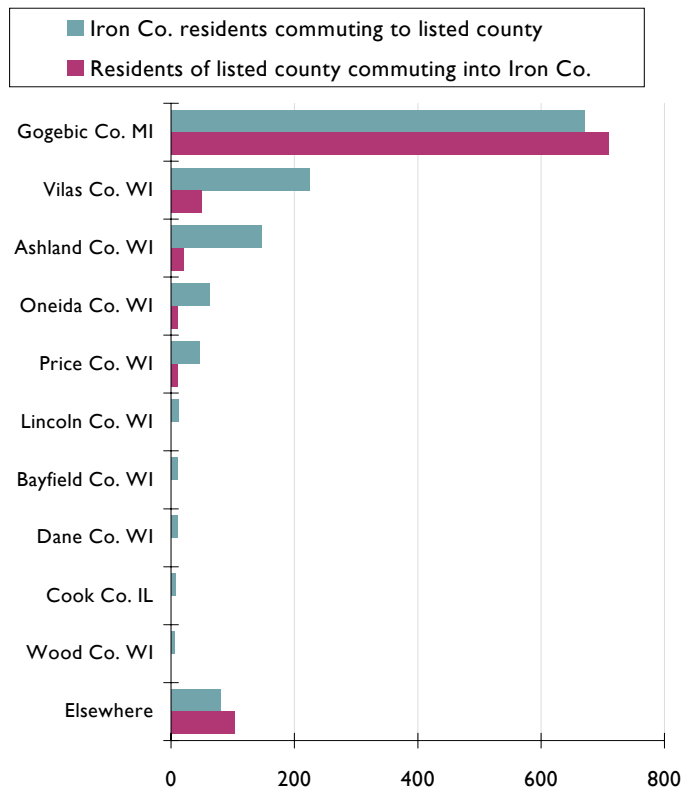
* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Northwest WDA includes Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce in a local community, especially in Iron County where a large portion of the workforce is employed in neighboring communities. In Wisconsin,



commuting patterns for municipalities are also available every ten years from the census and were released in April 2003.

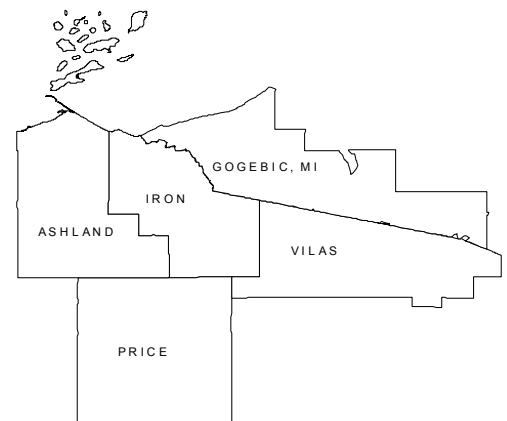
The worker flow patterns for Iron County are dominated by the traffic to Gogebic County, Michigan. Over 1,275 workers from Iron County travel to jobs outside the area and roughly 670 (53%) travel to jobs in Gogebic County. Nearly all of them, 455 are headed to employers just over the state line in the City of Ironwood.

Most of the workers commuting out of the county limit their travel to neighboring counties to less than hour. The second most popular destination for commuters is Vilas County, followed by Ashland County. Workers that live in southeast Iron County are more likely to travel to the cities of Lac du Flambeau and Manitowish (in Vilas) and those from the northern parts travel to the City of Ashland (in Ashland) for a job.

Residents who travel outside of Iron County for a job are still included as employed in the local labor force. That is one of the reasons the total number of employed is greater than the number of jobs with county employers.

Employers in Iron County also attract roughly 903 workers from other counties. Most of these workers are from Gogebic County and are headed for jobs in the City of Hurley, as are most commuters who travel into Iron County for jobs. Employers need these commuters to help fill some of the 2,300 jobs in the Iron County.

	Iron Co. residents commuting to listed county	Residents of listed county commuting into Iron Co.	Net gain or loss of workers
Gogebic Co. MI	671	709	38
Vilas Co. WI	224	50	-174
Ashland Co. WI	146	20	-126
Oneida Co. WI	62	10	-52
Price Co. WI	47	11	-36
Lincoln Co. WI	12	not avail.	not avail.
Bayfield Co. WI	11	not avail.	not avail.
Dane Co. WI	11	not avail.	not avail.
Cook Co. IL	7	not avail.	not avail.
Wood Co. WI	6	not avail.	not avail.
Elsewhere	81	103	22



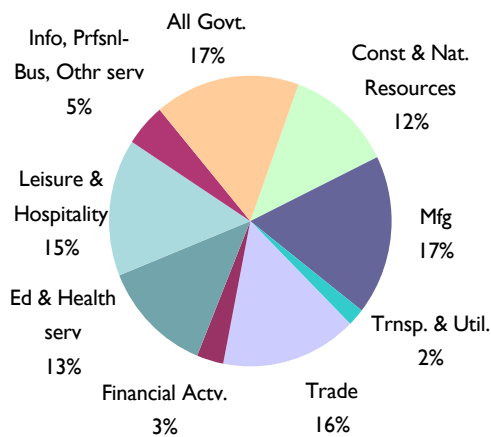
Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment -

Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Iron County Industry Distribution: 2002



Because NAICS is so different, revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new sectors for leisure and hospitality and information. Previously employment in leisure and hospitality was in retail trade (restaurants) and in services (hotels and resorts) and many of the jobs in information were in manufacturing (printing and publishing). Logging jobs were also reassigned from manufacturing to the new industry, natural resources.

Some of the changes to the Iron employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). Transportation employment is now grouped with warehousing and utilities and are no longer with communications. Communications jobs are now grouped with publishing jobs in the new information sector.

Wholesale and retail trade jobs declined to 16 percent of total employment in NAICS from 25 percent. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. It will

(Continued on page 7)

2002 Industry Employment in Iron County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	285	12%	Construction & Mining	13%
Manufacturing	411	18%	Manufacturing	19%
Transportation, warehousing & utilities	43	2%	Transportation, utilities & communication	2%
Trade (wholesale & retail)	363	16%	Wholesale trade	2%
			Retail trade	23%
Financial activities	67	3%	Finance, insurance & real estate	2%
Information, professional & business services, other services	109	5%	Services & misc (incl. agr, forestry, fishing)	21%
Education and health services	297	13%	Government	18%
Leisure & hospitality	353	15%		
Government	387	17%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Iron County Workforce Profile

also be much easier to monitor the rapidly expanding health services sector, grouped with private education in the monthly estimates. Most education jobs are included in the public sector.

The lists of top ten industries and employers in Iron County use the North American Industry Classification System. In this list all private and public education were grouped together making it the third largest industry

sector in the county. Iron County is the one of the few counties in the state where this list includes food services and drinking places and accommodations. Both are indicative of the importance of tourism in the county.

Together the largest industry sectors provide nearly two-thirds of all the jobs in the county while the ten largest employers provide one in every three jobs.

Top 10 Industry Groups in Iron County

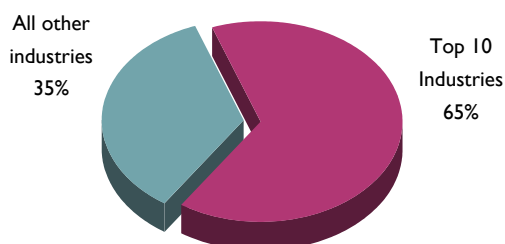
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Food Services and Drinking Places	35	251	15
Wood Product Manufacturing	6	235	8
Educational Services	*	*	*
Executive, Legislative, & Gen Government	14	153	-1
Nursing and Residential Care Facilities	*	*	*
Food And Beverage Stores	6	126	2
Accommodation	6	118	-2
Construction of Buildings	12	114	-5
Apparel Manufacturing	*	*	*
Building Material & Garden Supply Stores	*	*	*

*data suppressed to maintain confidentiality

Top 10 Employers in Iron County

Company	Product or Service	Size
Hurley School District	Elementary & secondary schools	100-249
Action Floor Systems LLC	Other millwork (including flooring)	100-249
Villa Maria Health & Rehabilitation	Nursing care facilities	100-249
Art Unlimited Sportswear LLC	Family clothing stores	100-249
Copps Food Center	Supermarkets and other grocery (except convenience) stores	50-99
County of Iron	Executive & legislative offices, combined	50-99
Giovanoni True Value Hardware, Inc.	Hardware stores	50-99
Wayne Nasi Construction, Inc.	Commercial and institutional building construction	50-99
Whitecap Mountain Recreation, Inc.	Hotels and motels	20-49
Liberty Bell Chalet, Inc.	Limited-service restaurants	20-49

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Iron County Workforce Profile

Even though tourism is important in the county, employment and payroll from the new sector of leisure and hospitality in the bottom graph, are dwarfed by the education and health sector. Employment in this sector, however, is overstated in this graph due to the source of the data (work performed for an Iron County employer in neighboring counties is included here). The largest employment sector should be trade, transportation, and utilities with 18 percent of all jobs in the county and 16.5 percent of total payroll.

The average wage for all workers in Iron County of \$21,055 increased 1.1 percent from the 2001 average of \$20,816. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part

Average Annual Wage by Industry Division in 2002

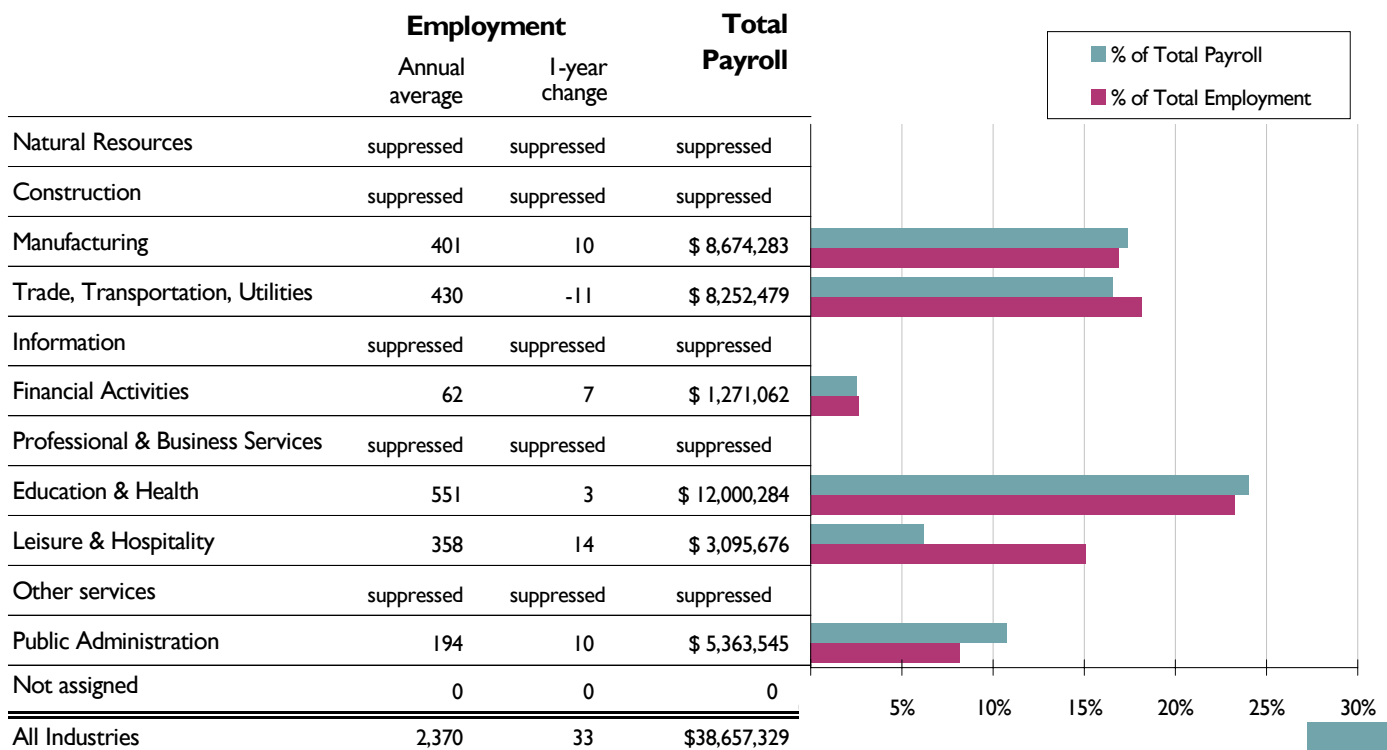
	Average Annual Wage Wisconsin	Average Annual Wage Iron County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 21,055	65%	1.1%
Natural resources	\$ 25,481	suppressed	suppressed	suppressed
Construction	\$ 39,649	suppressed	suppressed	suppressed
Manufacturing	\$ 40,584	\$ 21,632	53%	-3.6%
Trade, Transportation, Utilities	\$ 28,422	\$ 19,192	68%	3.8%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 20,501	51%	1.3%
Professional & Business Services	\$ 36,324	suppressed	suppressed	suppressed
Education & Health	\$ 33,768	\$ 21,779	64%	1.3%
Leisure & Hospitality	\$ 11,837	\$ 8,647	73%	-1.0%
Other services	\$ 19,500	suppressed	suppressed	suppressed
Public Administration	\$ 33,769	\$ 27,647	82%	3.3%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

time jobs and temporary employment missing that are key components of annual average wages.

Census 2000 revealed that 26.8 percent of the workforce work part-time and 26.6 percent work less than 40 weeks per year. In Wisconsin 24.1 percent work part-time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Iron County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Iron County. Even though net earnings comprise 51.1 percent of total county income that is less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Iron County.

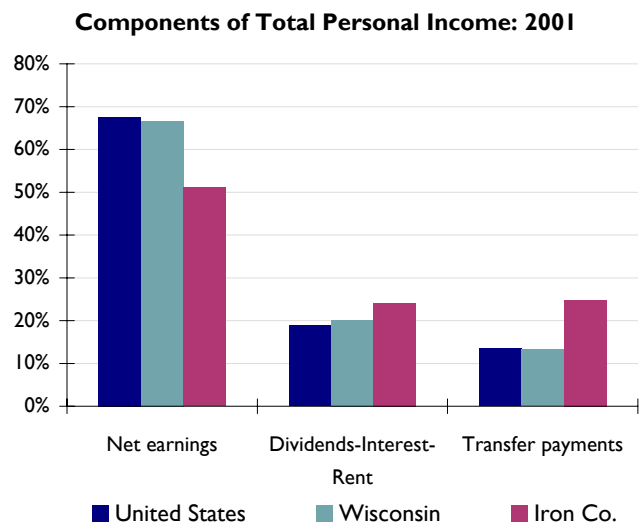
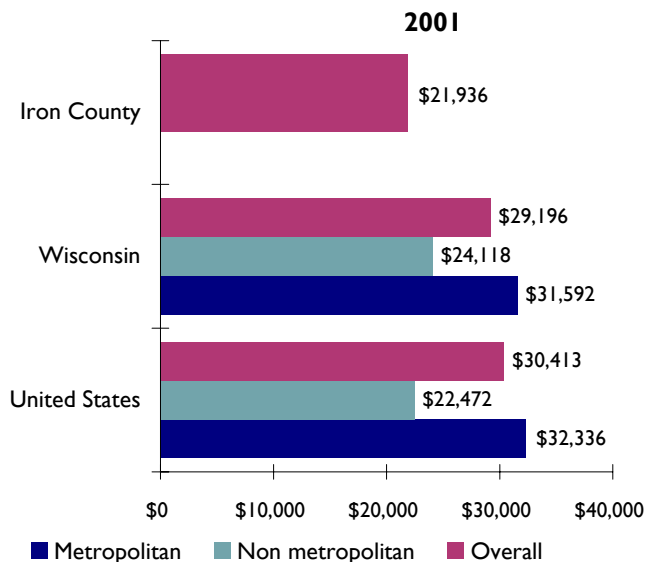
The higher share of transfer payments, plus an annual average wage that is much lower than in the

state, contribute to a lower per capita personal income in the county. The gap closes a bit if you compare Iron County only to other non-metropolitan counties. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher wages and the competition for workers drives up wages.

The Iron County PCPI of \$21,936 in 2001 was 72 percent of the national PCPI and 75 percent of the state. It ranked 49th among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Iron County	\$16,981	\$18,084	\$18,767	\$19,359	\$20,858	\$21,936	5.2%	29.2%



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

Beverly.Gehrke@dwd.state.wi.us